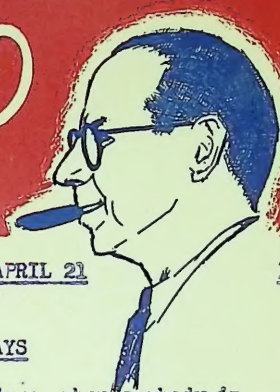


Ballyhoo



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THOSE "GOOD OLE" DAYS

We often hear allusions to those good old lush days, when anybody in the picture business, big or little, was a Mr. Big, and couldn't shovel his receipts into the vaults as fast as they kept pouring in at his box office ... It appears that the story has changed a little ... That same exhibitor, with the same theatre in the same good location, the same line-up of product, plus the many innovations introduced into our business during the past few years, is crying the blues ... Business isn't so good anymore. Profits are dwindling ... any day now he's going to be forced out of business and right into the breadline.

What exactly were the "lush" years? ... If the reference is to the war and immediate post-war years ... when all one had to have was a box office, a couple of projectors, a screen and some film - any kind of film - When even in spite of the negative efforts of some in this business, in spite of lack of know-how ... or even basic effort, the cash registers jingled merrily along and fortunes were made over night. If those are the oft-lamented "gone" lush years ... then I certainly agree ... They are gone.

But ... our business is still here, and it's a good, healthy business. We who had builded on a solid foundation need have no fears. We who had slugged our way through the dirty thirties ... stood up to the many new forms of opposition which have cropped up over the years ... have taken in our stride 3-D, wide screens, new projection and sound systems ... We, I say, are in better shape than ever before to weather any and every obstacle we may be faced with in the years to come.

Profits may be a little lower ... mostly because of increased operating costs ... So ... we've got to become good business men again ... We've got to make sure that we don't spend more than we take in. Simple isn't it? We've got to operate our properties with intelligence, efficiency and judicious economy.

And above all ... we've got to do more selling than we've ever done before ... Our population is increasing by the hundreds of thousands. Let us reach out into this new potential audience ... Let's get them into our theatres. They are our best form of insurance. Reach out to our New Canadians ... and don't ignore the youngsters who are growing up all around you.

You're in a good business, and YOU can keep it good. The state of our industry, my friends, depends on every single one of you. YOU TAKE-IT FROM T-HERE.

D.E.K.

SPRING CLEANING

It's a fact ... Spring is here, and what better proof do you want than the fact that most centers in Ontario will go on Daylight saving time this coming Sunday? ...

What are you doing about it? Have you given any thought to doing a little house-cleaning around your theatre? NOW is the time to get your front cleaned up ... and that means your marquee, attraction board, sign etc. How about your exit doors? Can they stand a nice, bright coat of paint? And that means all the rest of the woodwork - including your display cases. You don't need a contractor for this ... Your doorman or caretaker can handle it ... Just give him a chance, and the proper instructions ... and, YOU supervise it.

This is a good time to get your basement cleaned out. Get the winter's accumulation of dirty, oily rags out of there. Clean up the coal hole. Slap a little whitewash around.

And how about your stage area, including your ushers' quarters? When did you last take a peek to see what shape it's in? DO IT NOW.

Get started fellows ... don't wait for continual reminders. I'll check with you the next time I hit your town.

X.X.X.X.X

PAPPY GOVIN

A big juicy seegar - can't say I recommend Leonard's choice - on my desk, heralded the addition to the Govin family, on April 13th, of a baby boy - eight pounds fourteen ounces ... No further particulars, not even the newcomer's name ... In all probability, Leonard Jr. Congratulations Len and Mrs. Govin.

X.X.X.X.X

RESIGNED

Jack Knight, manager of the Capitol in Welland for the past six years, has resigned to enter another line of business.

X.X.X.X.X

YOUR "RED BOOK"

When did you last take a peek at the Theatre Managers' Red Book, which was printed exactly ten years ago, and is just as important today, if not more so, than it was then.

Can you put your fingers on it RIGHT NOW? If not, you'd better hunt it up at once. I'll want to see it the next time I'm around. And I'll want to know if you refer to it as often as you should ... and, if you carry out all the instructions contained in it faithfully and completely. Check it.

X.X.X.X.X

WELL ... HOW'S IT COMING? ... I MEAN YOUR

Ballyhoo BONANZA

Well gang ... the points are adding up ... for some of you, and a few are beginning to bunch up, which is a good sign ... means that it may wind up a neck and neck race to the finish line ... two and a half months away.

Some of you are still coasting, though, and that certainly ain't good ... Maybe you're not interested in the prize money, and the honors, but I AM ... I'm interested in the practical results of the effort you put into this BALLYHOO deal. Take a quick glance at your figures over the past thirteen weeks or so. Happy with what you see? I'm not. You've got to get out and SELL, and then sell some more ... and keep slugging away until you can honestly say "I gave it everything I had." ... When you can truthfully say that ... we'll all be satisfied around here.

Don't leave your operation open to even a suggestion of criticism fellows ... and believe me, nobody will criticize you for anything beyond your own personal responsibility ... providing that you have exerted every last ounce of honest effort to get the very last dollar out of every picture you play.

If you ARE selling your product, then it MUST show up in these pages. I don't think anybody is foolish enough to do a job and keep quiet about it ... By the same token, if I don't hear from you, what can I do but assume that you just aren't doing the selling job we're expecting of you?

Enough of this preaching ... I've got a real bunch of Ballyhooin' Showmen, and I want to tell the world about them ... but YOU have to help a little too ... So-o-o, get on the bandwagon, and start beating those drums ... I'M ALISTENIN'.

"B" DRUMBEATERS IN ACTION

I have some good stuff on my desk ... and some that isn't so good. You'll see what I mean in a minute or two ... Can't help but get a little impatient with a couple of our gang ... just don't seem to be able to impress them with the importance of shouting their wares so's everyone can hear them ... Well I'll yell a little louder ... maybe I can still wake them up before it's too late.

In the meantime, a few of the gang hit the headlines, and that's what I like to see ... Vern Hudson got himself a story in BOXOFFICE on his KISS ME KATE deal ... and SHOWMEN'S TRADE REVIEW, in the April 10th issue has two stories on a couple of Paul Turnbull's stunts ... one about Bob Nelson ... A good story on Bob Harvey, and two, yes TWO pictures of a couple of typical Harvey stunts. Nice going fellows ... Keep it up, and keep feeding the presses ...

X.X.X.X.X

ORPHEUM - SOO

Olga was playing the Italian flicker BULLET FOR STEFANO ... and in spite of the absence of any standard accessories, she had two very attractive 40 x 60's made up, with Italian copy, and persuaded two of the leading merchants to build window displays about them.

Two smaller displays, also in Italian, were placed in the two local, and very important Italian clubs ... the Marconi and the Verdi. The Orazetti furniture store, which is directly across the Memorial Gardens, a very busy spot, placed a one-sheet display in both Italian and English, in their window.

The Pasquale program, which has a very large Sunday night listening audience, gave Olga many free spots, plugging the opening of her feature that midnight.

REGENT - OSHAWA

Al reports that his I SAW deal is really catching on ... The managing editor of the Times-Gazette is thrilled with the results, and has enough entries on hand to keep it going for months ... The Gazette ran a scene on 3 SAILORS AND A GIRL on an off-theatre page.

Al promoted five sailor uniforms from the local sea cadet unit, and attired his usherettes and doorman in them for the run of the picture ... As a street stunt, the girls, in full uniform, toured the down town area, suitably bannered.

Johnny Gilbert caught the feature on opening day, and gave Al an excellent story on his popular SHOWCASE program ... plus recordings of many of the selections from the score.

CAPITOL - ST. KITTS

Vern's deal with C K T B on their "Morning Melodies" program still running as smoothly as ever ... For LATIN LOVERS, one of the early A.M. disc jocks ran a contest, tying in Latin-American music with the title of the picture ... Elda Flintoft, on a later program also worked the same deal ... This was done two days in advance of opening, with listeners having to phone the station ... The calls came fast and furious, and the theatre wound up with many dollars' worth of valuable publicity. A good lobby poster tied in with the station's efforts, with details of the contest.

CAPITOL - PETERBORO

Len apologizes for his rather meagre showing this week ... He was busy becoming a father ... Thanks for the heater Len ... and congratulations from all of us Ballyhoosers.

Len used Eaton's fence on George Street to mount a couple of 3 sheets on WORKING HER WAY THROUGH COLLEGE ... This week completed his "Pot O' Gold" Foto Nite tie-up, and Len is most pleased at the results. He promises to go after the radio station for another similar deal, and hopes to have details for us in time for next week's issue.

A good two column scene on an off theatre page in both the Review and Lakefield News on COLLEGE.

CENTURY - HAMILTON

Mel's news shots of the H Bomb blast arrived, and quick like a bunny he had the lads at C K O G shouting about it to all their listeners ... Johnny Robinson made mention of it in his popular column in the Speetator.

Another full-page co-op in the Hamilton Review... this week plugging his Easter attraction PETER PAN.

CAPITOL - GALT

For his date on BANDWAGON, Eddie was all set for a good co-op with Connie's Music Centre, but at the last minute the boss-lady was called out of town and everything went haywire ... However, he did manage to set up a good window, with one-sheet art, and a good stock of albums and sheet music.

To publicize the H Bomb shots in his news, Ed made up a good display which he placed in a frame at the main intersection.

PALACE - GUELPH

As per usual, Herb's last week's entry arrived too late for inclusion in our last Ballyhoo ... However, when it did reach us finally, it contained good scenes on off-theatre pages on both GREAT DIAMOND ROBBERY and EDDIE CANTOR STORY.

Several of C J O Y's deejay family were generous in their mention of his features and theatre, and spun many recordings taken from the CANTOR STORY sound track.

TIVOLI - HAMILTON

When things start getting a little dull around here, we're always sure of a pick-me-up in the form of a "McDonough Special" ... not to be confused with a "Melotov Cocktail" ... joke !!! This week was no exception, and I have before me as fine an example of salesmanship, both specific and Public Relations, as I have had the pleasure of seeing in a long, long time. The McDonough touch is in evidence throughout ... See what you think of it ...

You may remember the terrific job Hamish did on his first annual newsboys' show, just about a year ago ... Well sir, our boy has gone and done it again, and it must have been good ... The local Spectator ... by no means a softie ... contributed something in the neighbourhood of 2,000 lines of space to his effort ... and that, friends, is a real something.

The attraction was SHANE ... the second time around, and here's what developed ... Stories of the show, and pictures of Spec carriers ran in the paper's pages for seven full days in advance of the party ... most of them on pages normally reserved strictly for news columns ... A few of these breaks were ...

A three column shot of the managing editor with three of his carriers inspecting a one-sheet of SHANE ... A two column pic of Brandon de Wilde, with clever copy "This youngster symbolizes those lads who through rain and snow deliver the Spec" ... etc. A full quarter page ad inserted by the Spectator, with more than half the total space devoted to art from the feature ... A three column pic of the circulation manager presenting some of the lads with prizes ... and on, and on, and on.

1500 throwaways were mailed to all rural and Metropolitan carriers ... Copy on these heralds was then used as a 700 line ad ... FREE ... in the Spectator, three days before SHANE opened.

Jim arranged for a wire to be sent the publisher over Alan Ladd's signature ... this was blown up and placed in the main window of the Spectator ... after being used as material for a good news story in its pages ... The Spectator classified dept. carries daily spots over both local radio stations ... At the G.M.'s instructions, for three days in advance and during the run every one carried SHANE plugs ...

During the show, the Spec presented \$150.00 worth of prizes, and bought \$100.00 worth of confections at the theatre counter. The newspaper also paid all costs in connection with this special showing, including all union and house salaries.

The Steel Company program "Hamilton Album" over C K O G devoted its entire 15 minute program to the Newsboys' party, with full theatre and attraction credits.

One of CKOC's top sport announcers did a fifteen minute interview with the boys from the theatre stage, and aired it on Saturday night. The same station carried a Wayne and Shuster parody of SHANE, and the station G.M. arranged to give James spots before and after the program. The Orange Crush "Hi Show" carried announcements of the show with full credits ... There's lots more, but I'm running out of paper ...

How you like? Congratulations Jim ... Great stuff!

ALGOMA - SOO

Glad to see Norm's beginning to rise and shine ... his campaign on KNIGHTS is one of the best he's submitted to date. Just goes to show that it CAN be done, IF you put a little "oomph" into your job. Let's see what Norm came up with ...

First of all he did a real job on his local radio station, and came up with two sponsored programs ... one a half hour shot, the other, fifteen minutes. Both were loaded with build up chatter on KNIGHTS, and both were regular programs paid for by local merchants ... The fifteen minute airing took the form of a quiz, with a couple of guest tickets as prizes.

On opening day, the Star, a toughie if ever there was one, ran a full page of co-op ads, all sold by Norman in person ... His reward was a banner headline on KNIGHTS, and reference to his program in one form or another in each of the participating ads.

In connection with the short MERRY WIVES OF WINDSOR, what more natural than to tie in the local Windsor Hotel? Normie talked the management into running an excellent 300 line ad boosting their Sunday buffet - with generous mention of his attraction.

A number of good windows ... and I do mean DISPLAYS ... were set up in Sidewell Jewellers, Pinches Groceteria, Duke of Windsor Sports Shop, Windsor Beauty Shop, Virenes Department store, and a local radio shop. Lots of picture art, and fine selling copy.

Seems you can do it if you set your mind to it, huh Norm? Let's have more of the same ... often ... in fact, EVERY WEEK.

BROADWAY - TIMMINS

Bob's efforts for the past couple of weeks include a good story in the local daily on his showing of the "H" Bomb explosion ... scenes on the Women's page on HARRY ME AGAIN ... and many free spots over C F C L during this period.

The local Sea Cadets paraded to the theatre, full uniform et al, down the main street, to a showing of GLORY AT SEA ... The local sheet gave a nice story on his screening of MARTIN LUTHER.

SENECA - NIAGARA FALLS

Jack sends along a couple of good snaps of a clever 40 x 60 display he had made up on KISS ME KATE, making good use of one-sheet art plus a little help from his artist. This was placed in the front window of a main drag paint store in advance and during the run of the program. A real eye-catcher.

ROYAL - GUELPH

For HONDO, Ted was successful in getting a local druggist to take 336 lines of space in the Mercury, tying in their Viewmasters with his 3-D feature ... Press book art made up the ad, assuring Ted a good coverage.

Two column scenes on off-theatre pages in the Merc on both HONDO and TARZAN AND THE SHE DEVIL.

CAPITOL - NORTH BAY

In a fit of generosity, Robert's pals on the local Nugget decided that they could spare him a scene on 3 SAILORS AND A GIRL, on one of their off-theatre pages ... also a fair story on the shots of the "H" Bomb blast in his news.

Bob had his entire staff attired in naval uniforms which he borrowed from the local R.C.N. detachment, one week in advance. All wore breast badges identifying the attraction ... One of Bob's usherettes, in navy garb, paraded the main drag handing out bags of salt ... as "From one Old Salt to another" ...

Good windows ... thanks Bob, that's what I call windows, were secured at Lovell's Music Store ... Hosken & Prested Radio ... Himmel's Ladies' Wear ... Kizell's Men's Wear ... Phillips Men's Wear ... and Norm Harvey Jewellers. All the above came through with mention of the theatre program on their radio time... Tip Top Tailors dressed their windows, and two Main Street automobile showrooms placed mounted one-sheets in their windows.

PARAMOUNT - PETERBORO

Sunshine Sweepstakes reaching a climax, with Art's cashier putting up a pretty good fight ... He's hoping to cash in on some pretty good publicity breaks at the conclusion of this deal ... especially if his gal winds up among the winners.

G H E X Good Deed Club still being aired three times each week, with Art right in there with plenty of free air time ... Parker's Cleaners buy 30 spots weekly, and Art coaxed them into ending their spiels with "Right across from the Paramount" ... Don't know how many tickets it sells ... but it keeps the theatre name in the public eye.

The station has been playing many of the tunes from RED GARTERS, with appropriate theatre credits ... even though this feature is still to come ...

A two column scene on THE COMMAND in both the Review and Lakefield News ... Four mounted one-sheets placed in strategic locations in the down town area ... All Pepsi Cola outlets in the city plugging the coming morning show at the Paramount.

GRANADA - HAMILTON

Paul really scooped the town on his "H" Bomb newsreel pictures. He didn't know until eleven A.M. on Saturday that they were coming, and by mid-afternoon everybody in town knew about it.

G K O G kicked in a fifteen minute program at a mere fraction of the normal cost ... Johnny Robinson, popular Spectator columnist was contacted at his home and camathrough with a good story in time to hit the evening editions ... A couple of ducats charmed the composing room gang into rearranging the theatre page, and Paul was given a headline on his "Scoop" ... Paul dug up a glossy of an atomic explosion, had four blowups made, and set up a display on the sidewalk in front of his box office. His artist rushed through several one-sheet size cards which were placed in good down town windows.

GRANADA - HAMILTON (cont'd)

All in all Paul didn't overlook very many angles, and considering the short notice, he certainly got himself the very maximum of coverage. It was Monday before the other theatres in the city cashed in on the shots.

For his date on JACK SLADE, Paul tied in with Admiral T.V. playing up the fact that Mark Stevens stars in the picture, also the T.V. version of Martin Kane ... A large down town furniture store devoted a full window to art and copy ... naturally, plugging their T.V. sets. A very attractive display.

X.X.X.X.X

AMONG THE MISSING

Guess Jeff is still tired ... too tired to send us an account of his selling activities ... that is, if he has an account to send in. I'm beginning to wonder what goes on there ...

I won't say anything about Jack Bridges' absence this week ... Guess the guy's just starting to get his second wind, and I'll bet there'll be enough material on my desk next week to more than make up. Please Jack ... don't accumulate too many weeks at a time ... makes it kind of rough on the scoring ... and accidentally, you may get left out sometime.

X.X.X.X.X

HAVE YOU READ YOUR "HERALD" THIS WEEK?

In the April 17th issue of MOTION PICTURE HERALD, naturally in the Managers' Round Table section, there is a full page of pictures and descriptive copy, under the heading ... "MANAGER" TAKES OVER FOR A DAY ...

This is the story of a novel idea used by our old friend Charlie Doctor ... and merits the very serious attention of every theatre in this district ... It can only be developed if you're on good terms with your newspaper people, but once you get it going, no telling where it may wind up. Here's a chance at some real Public Relations ... on a purely local level ... and a good chance to sell yourself and your theatre too. Play up the "Youngster" angle ... it's always good for a news break.

If you haven't read this page ... dig it up and go to work on it now ... It may give you a couple of ideas of your own.

X.X.X.X.X

So long now ...

See you next week ...

D.E.K.